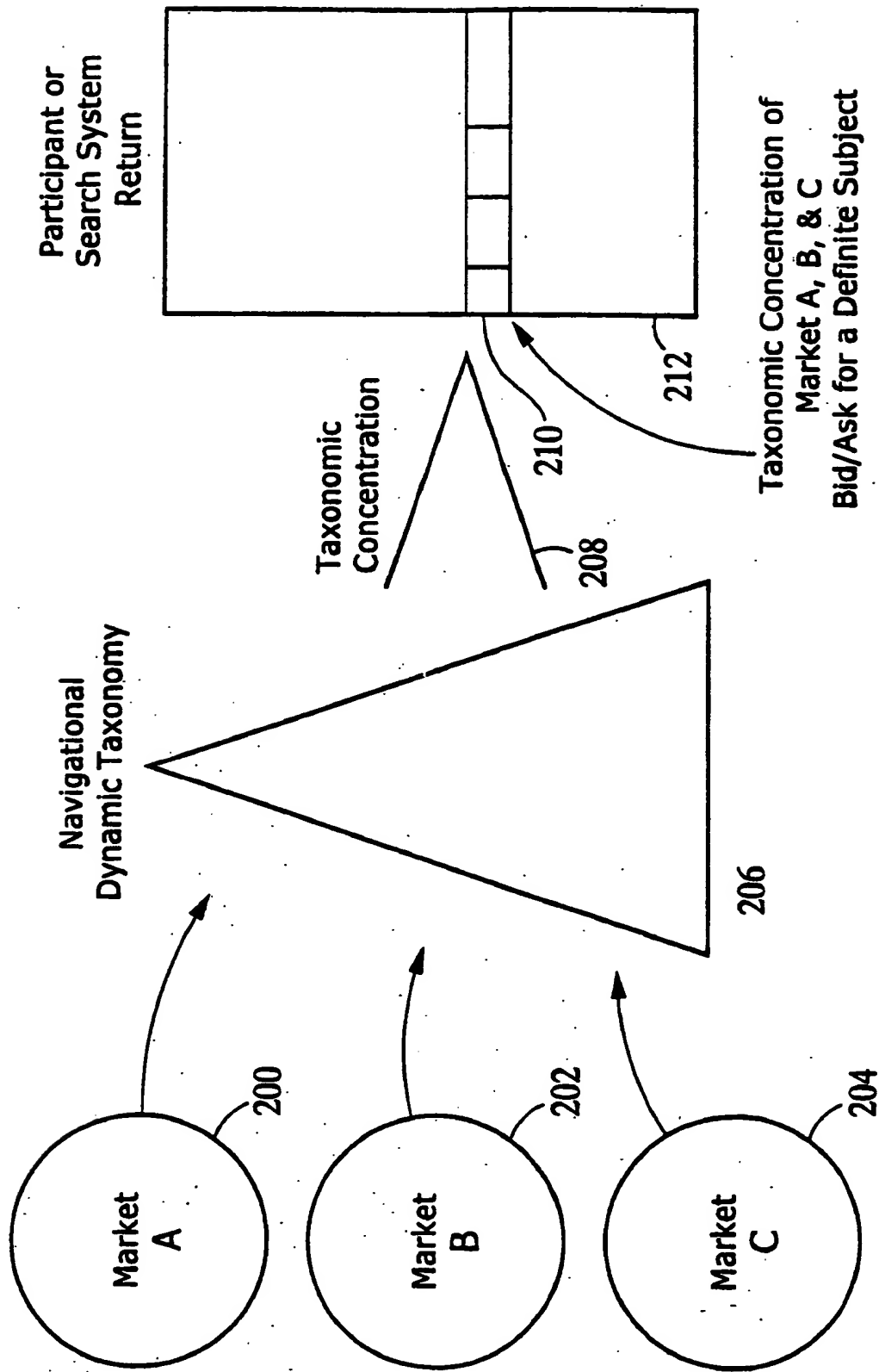
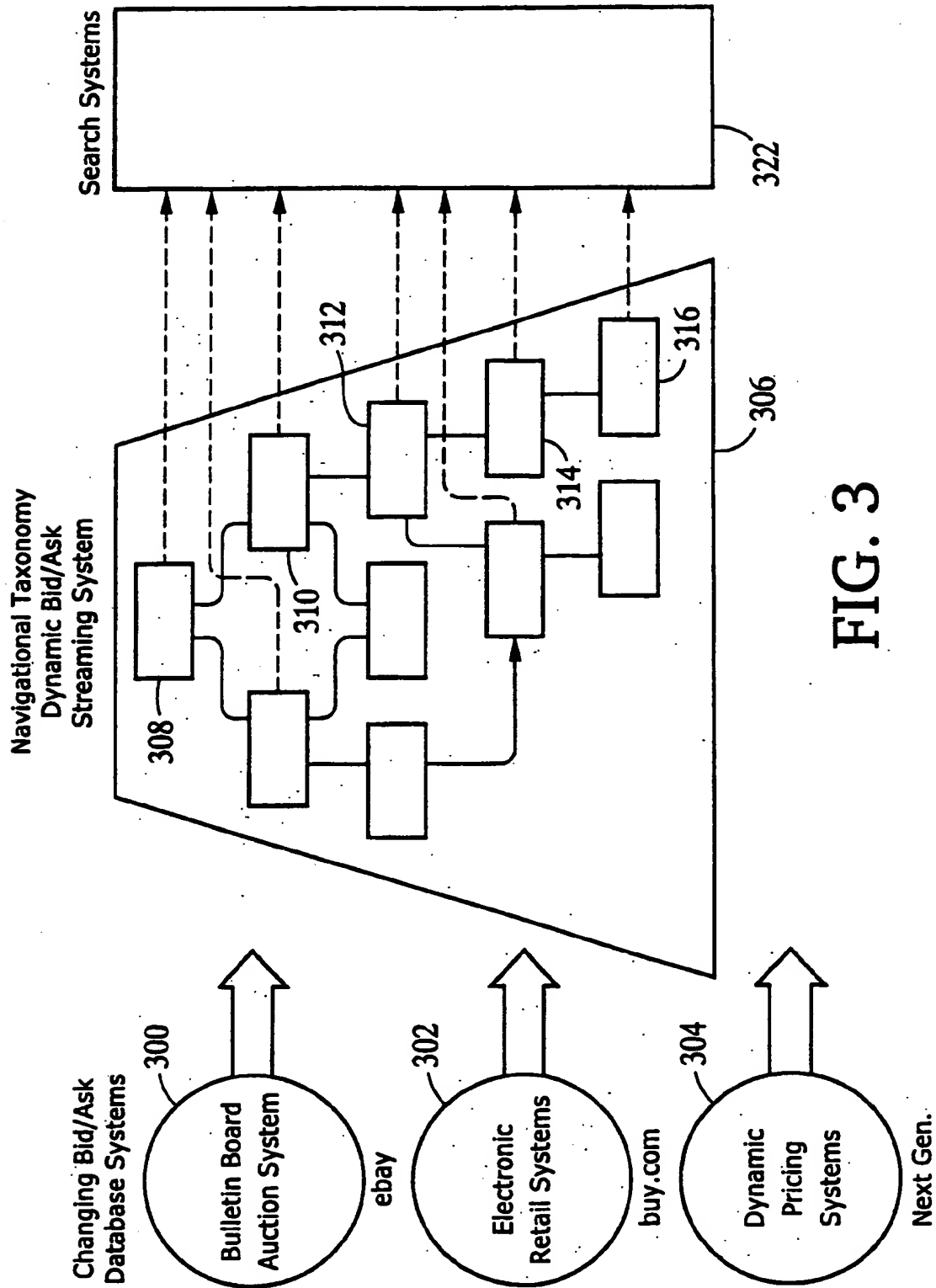
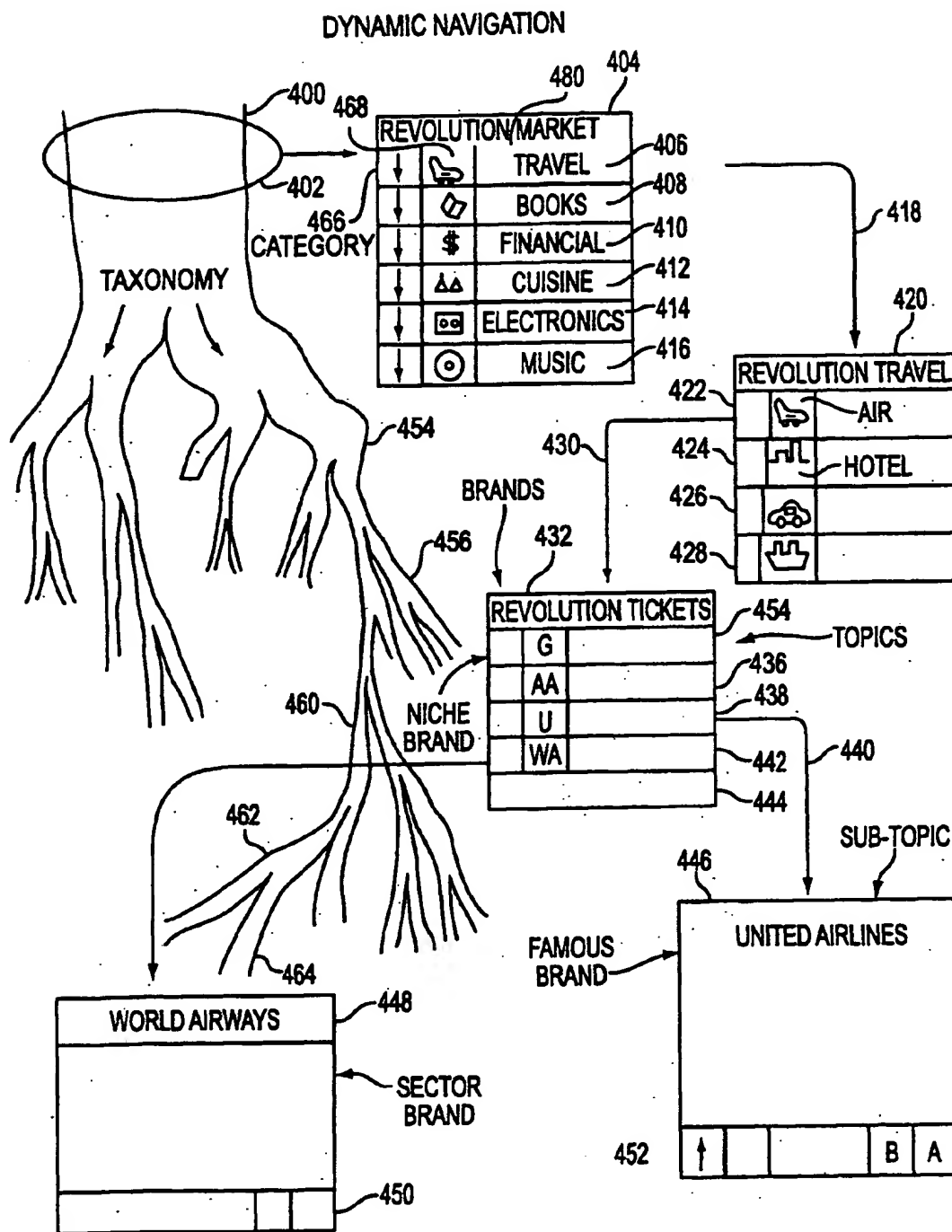


FIG. 1







**FIG. 4**



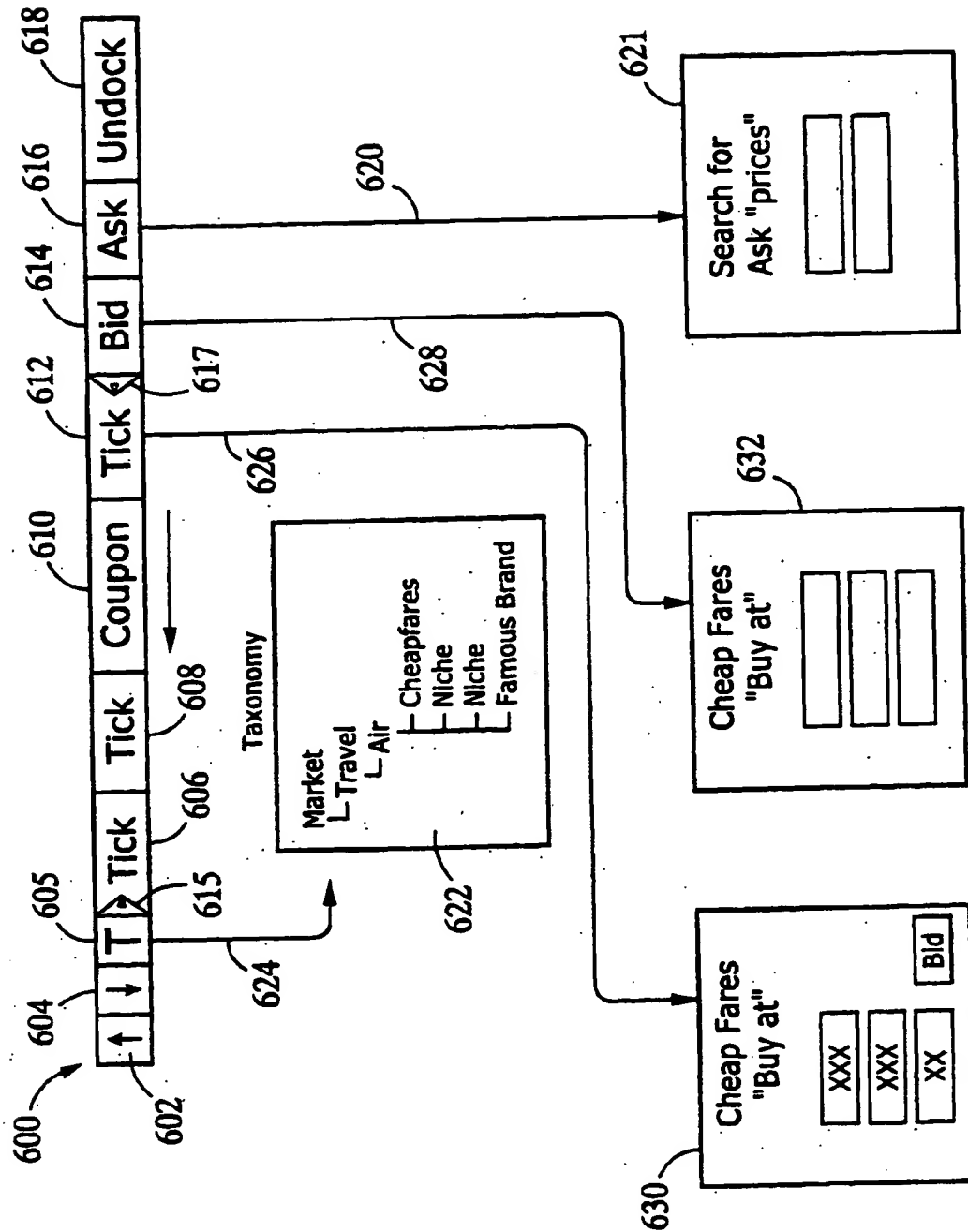
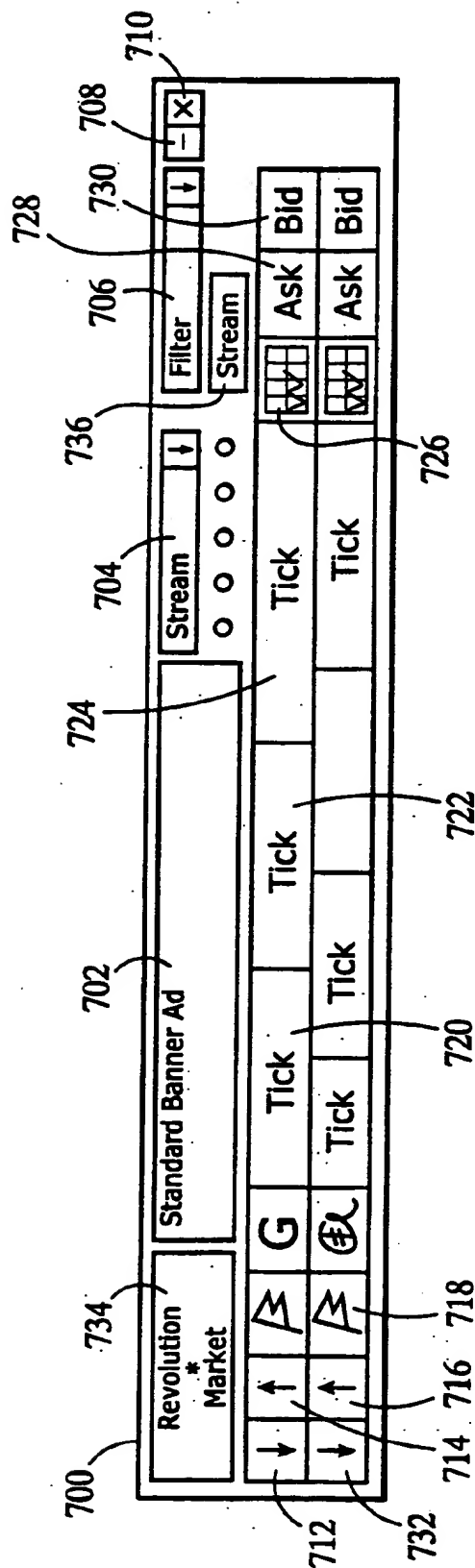


FIG. 6



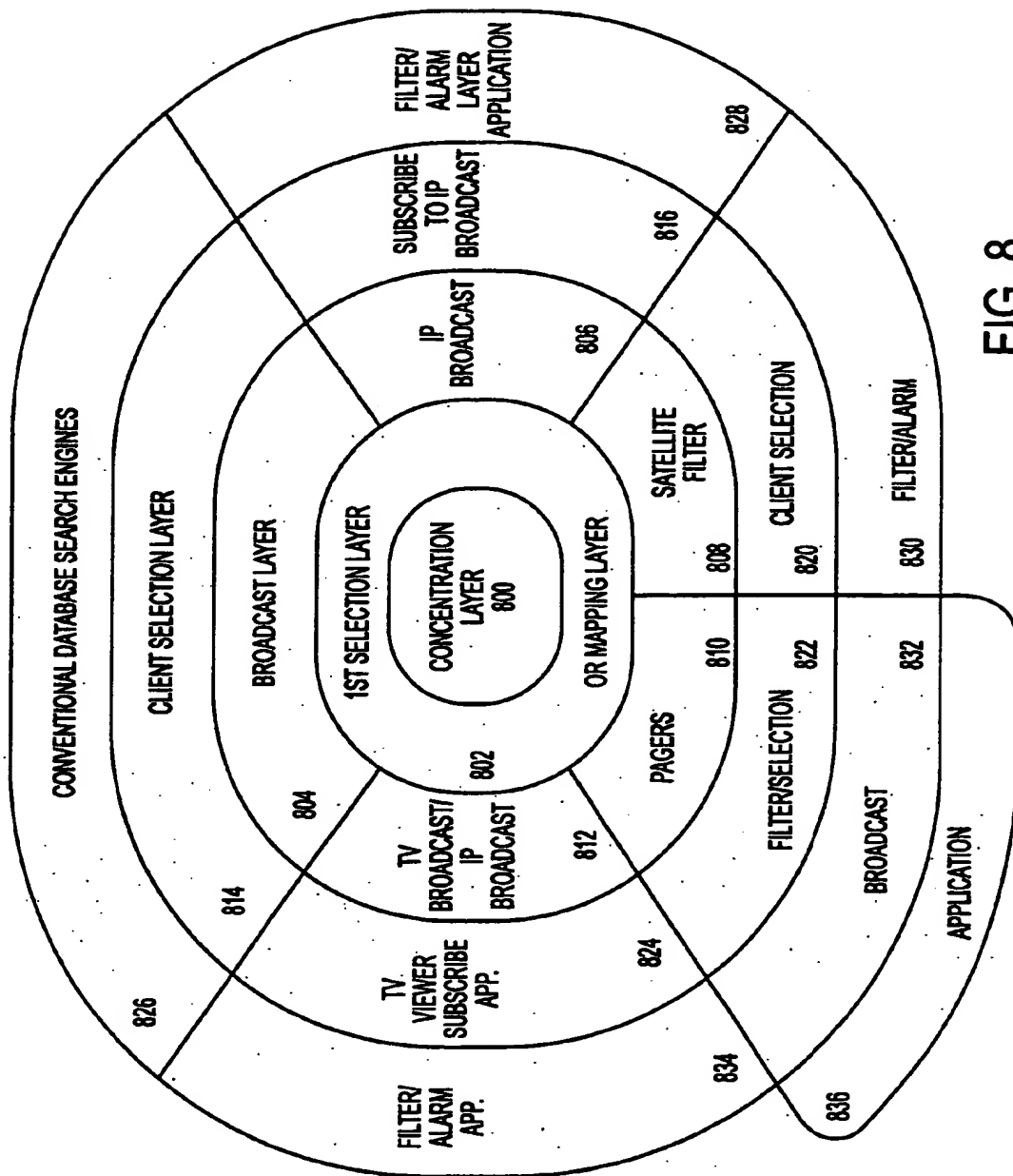
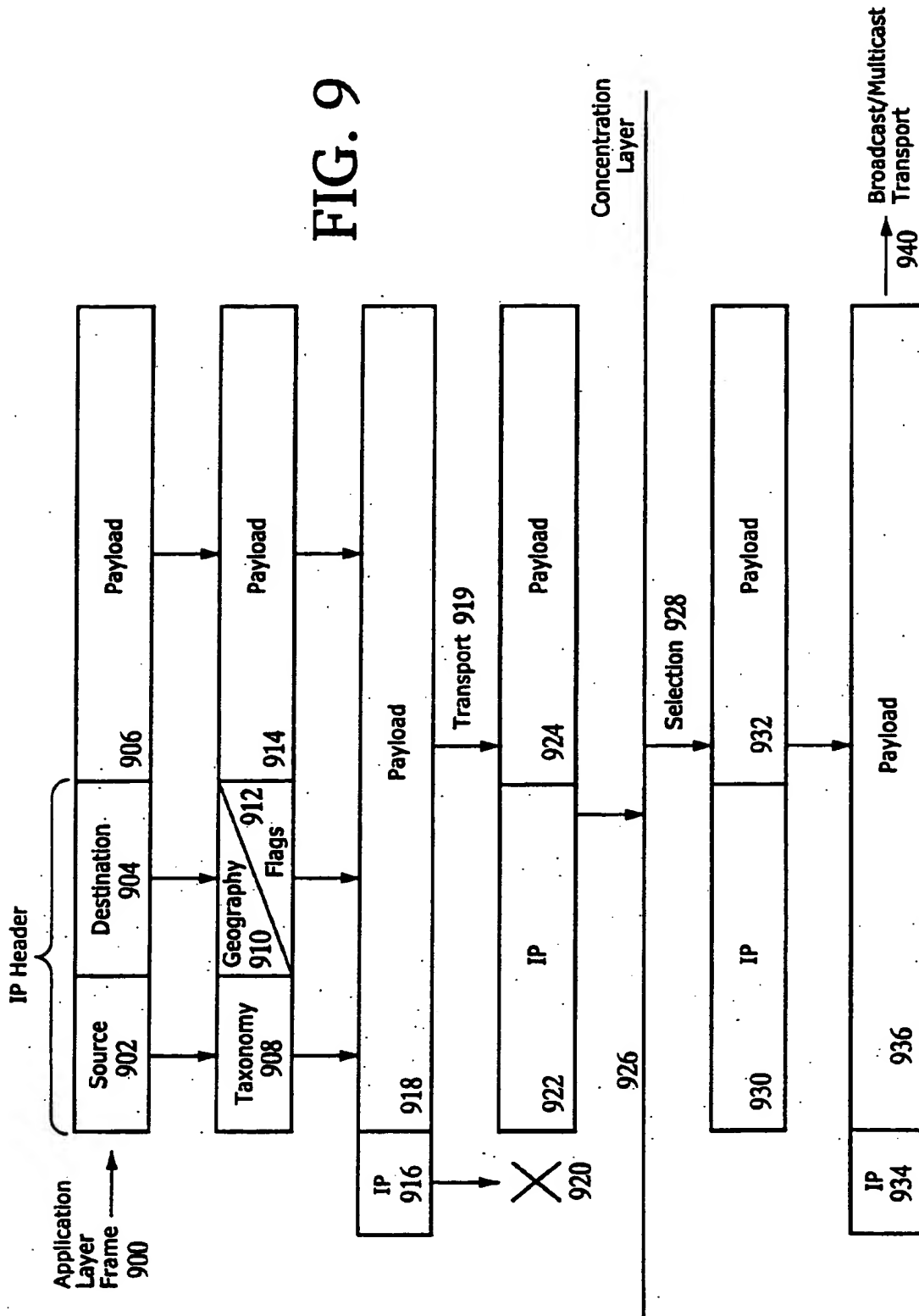


FIG. 8





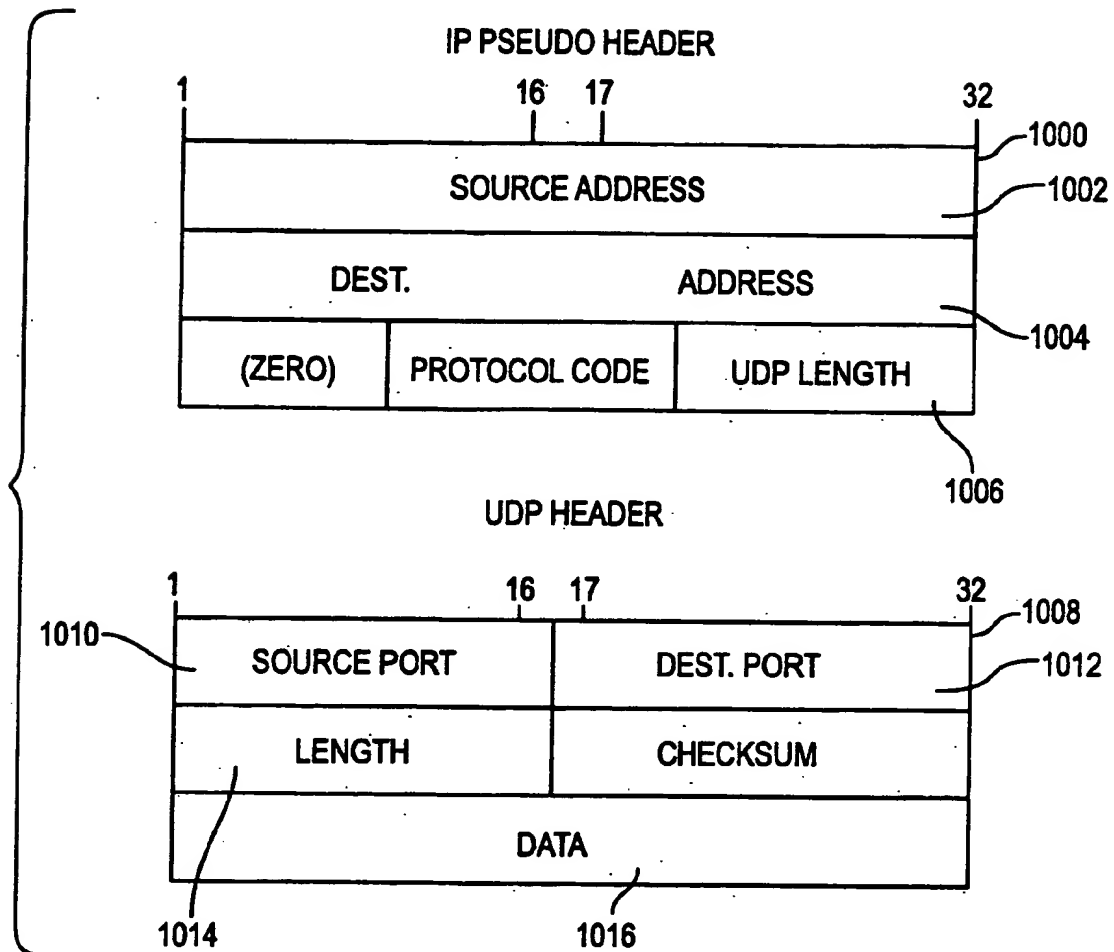


FIG. 10

255.100 = travel category  
255.100.1 = travel.air topic  
255.100.11 = travel.air.domestic sub-topic  
255.100.111 = travel.air.domestic.american airlines

255.200 = retail  
255.200.1 = consumer electronics  
255.200.2 = clothing  
255.200.3 = appliances  
255.200.31 = " .washers  
255.200.32 = " .dryers  
255.200.33 = " .stoves  
255.200.333 = retail.appliances.stoves.gas  
255.200.333.3 = retail.appliances.stoves.gas.viking brand

FIG. 11

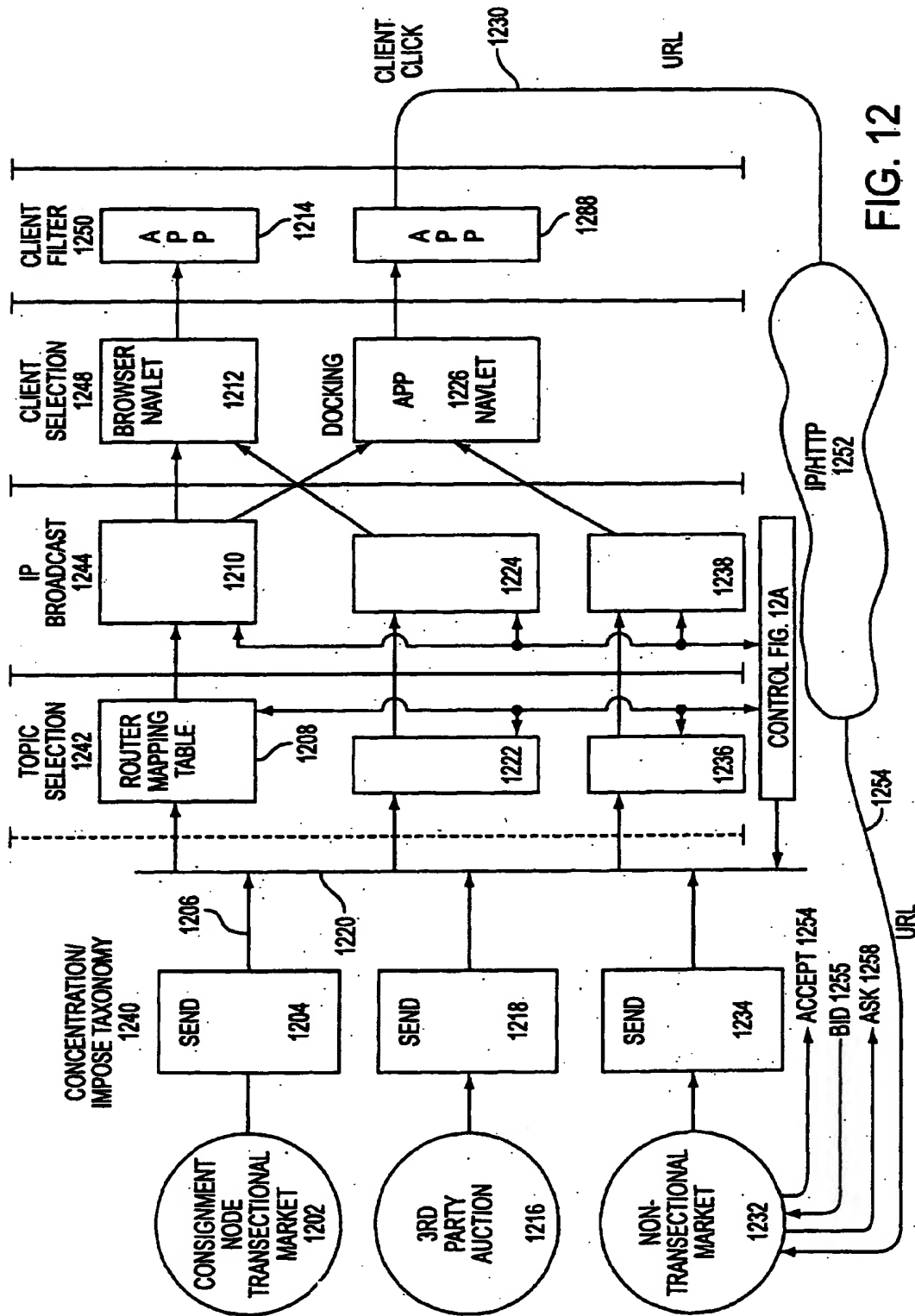


FIG. 12

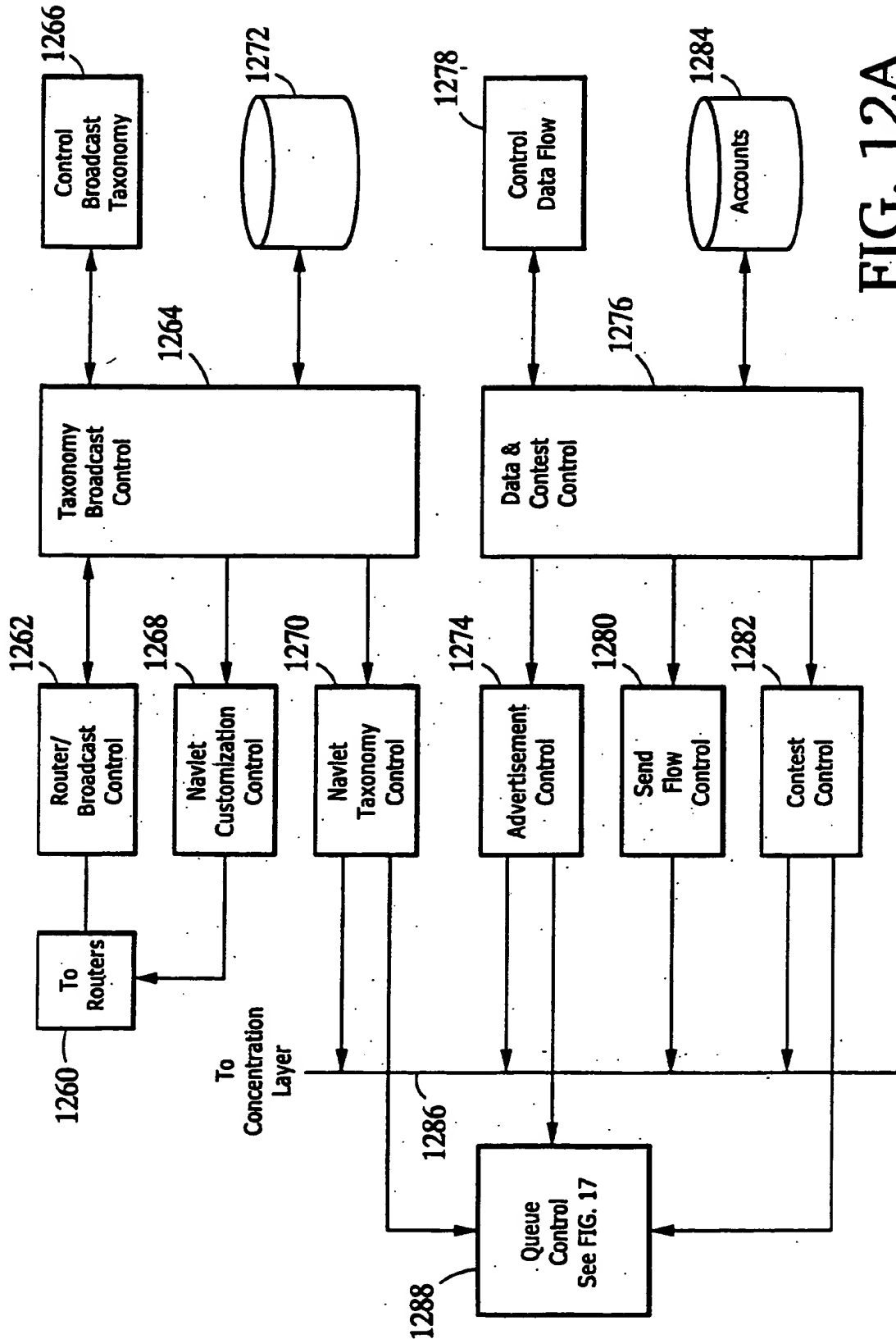


FIG. 12A

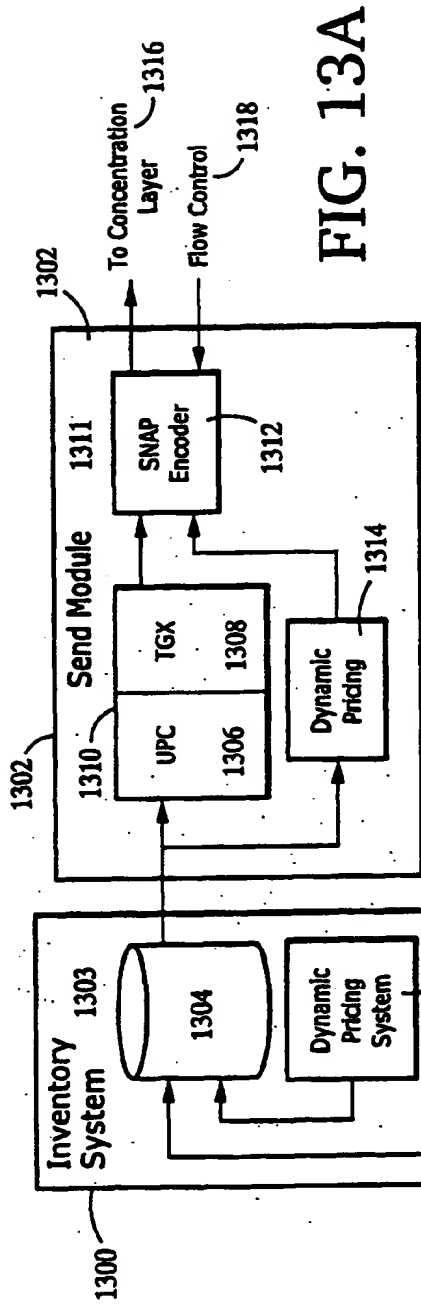


FIG. 13A

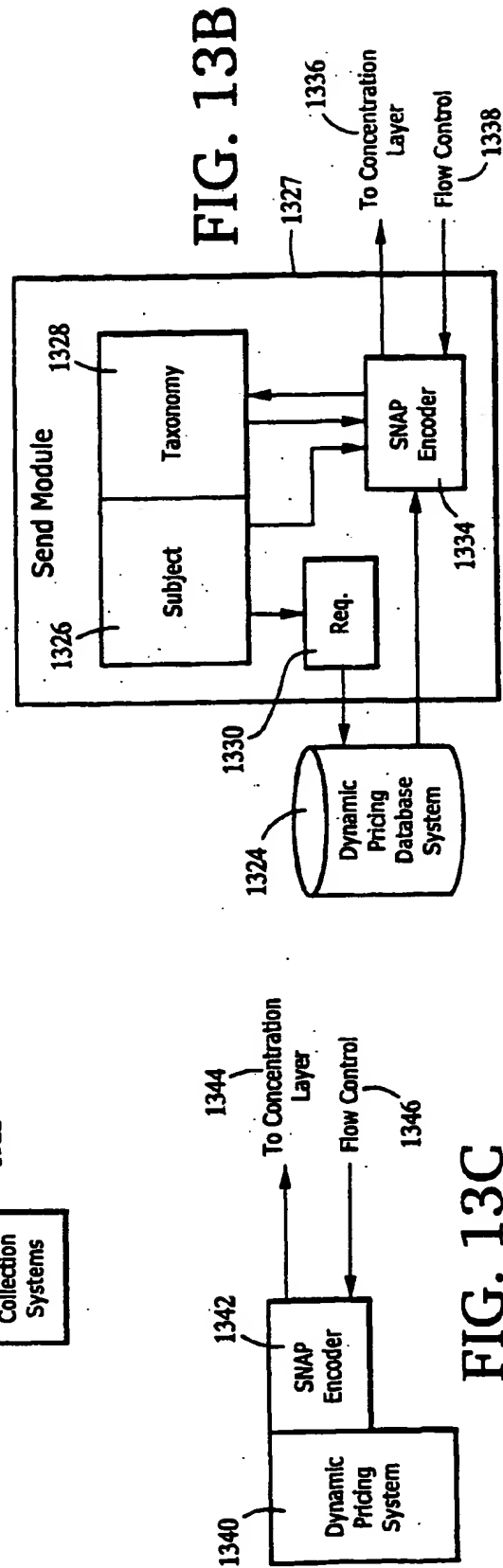


FIG. 13B

FIG. 13C



Diagram of User Interaction with Web Site for  
Candidate Item Submission to the Ticker Server

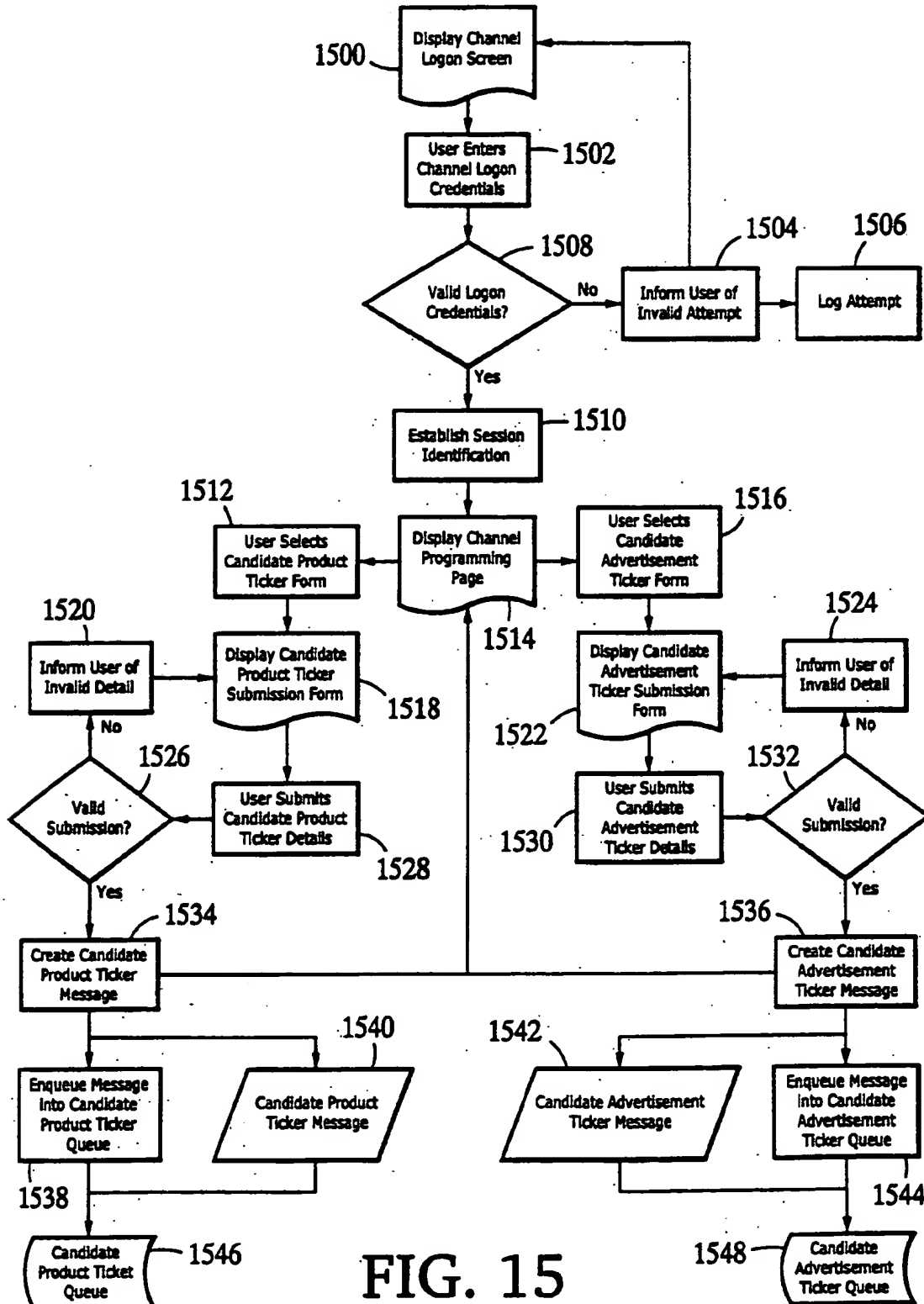


FIG. 15



Diagram for Processing Submitted Candidate  
Product Ticker Items

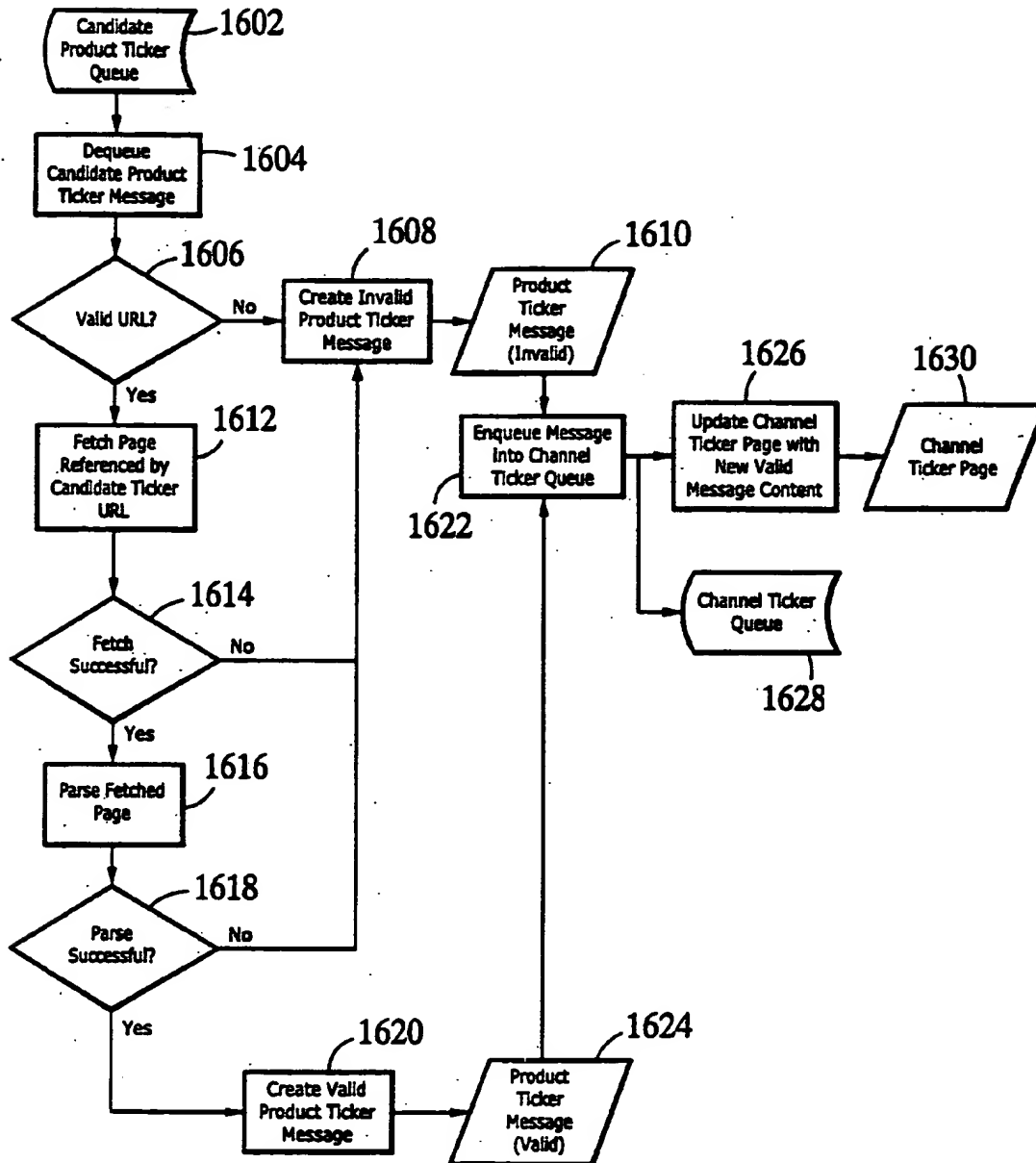


FIG. 16

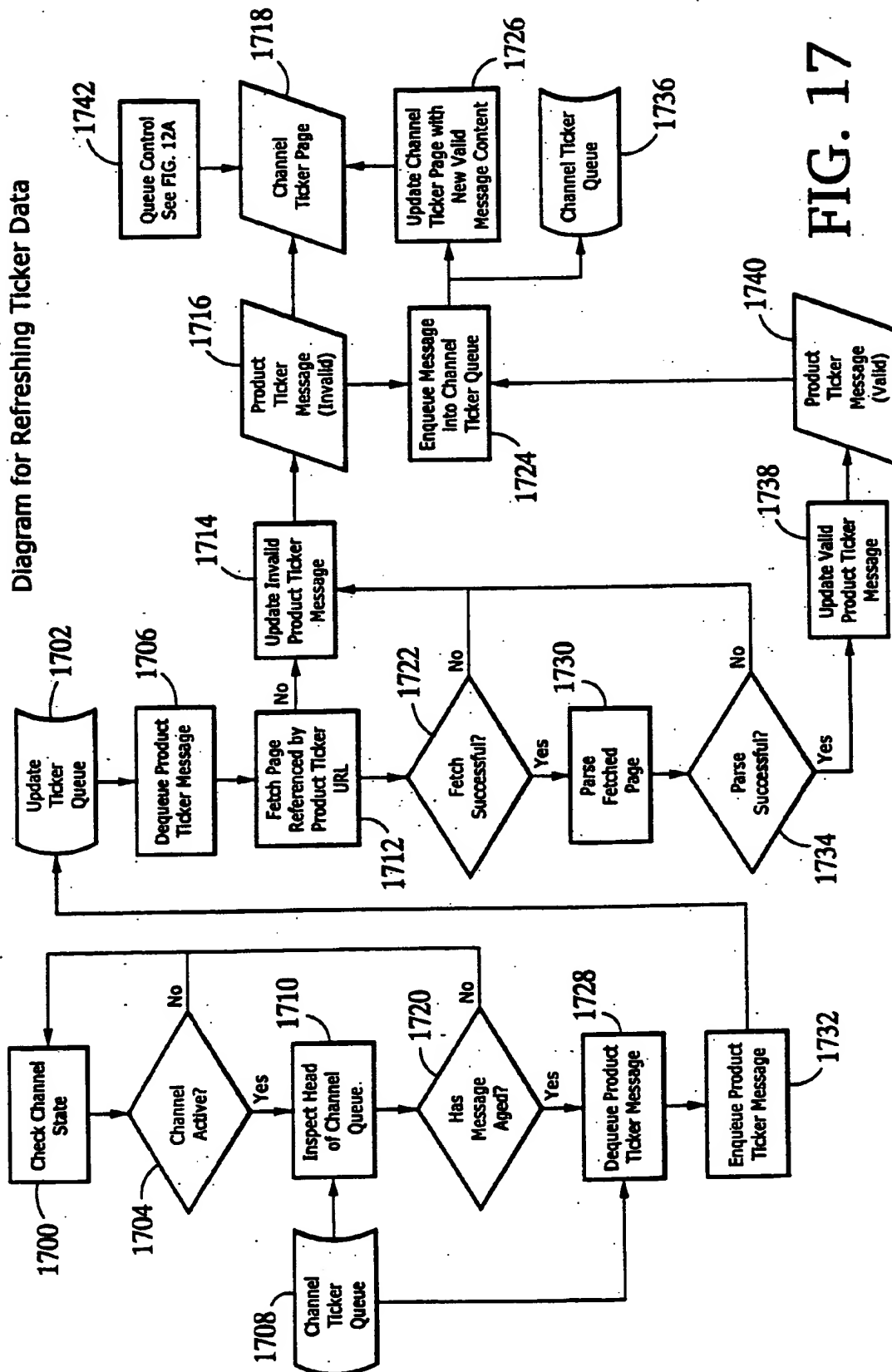


FIG. 17

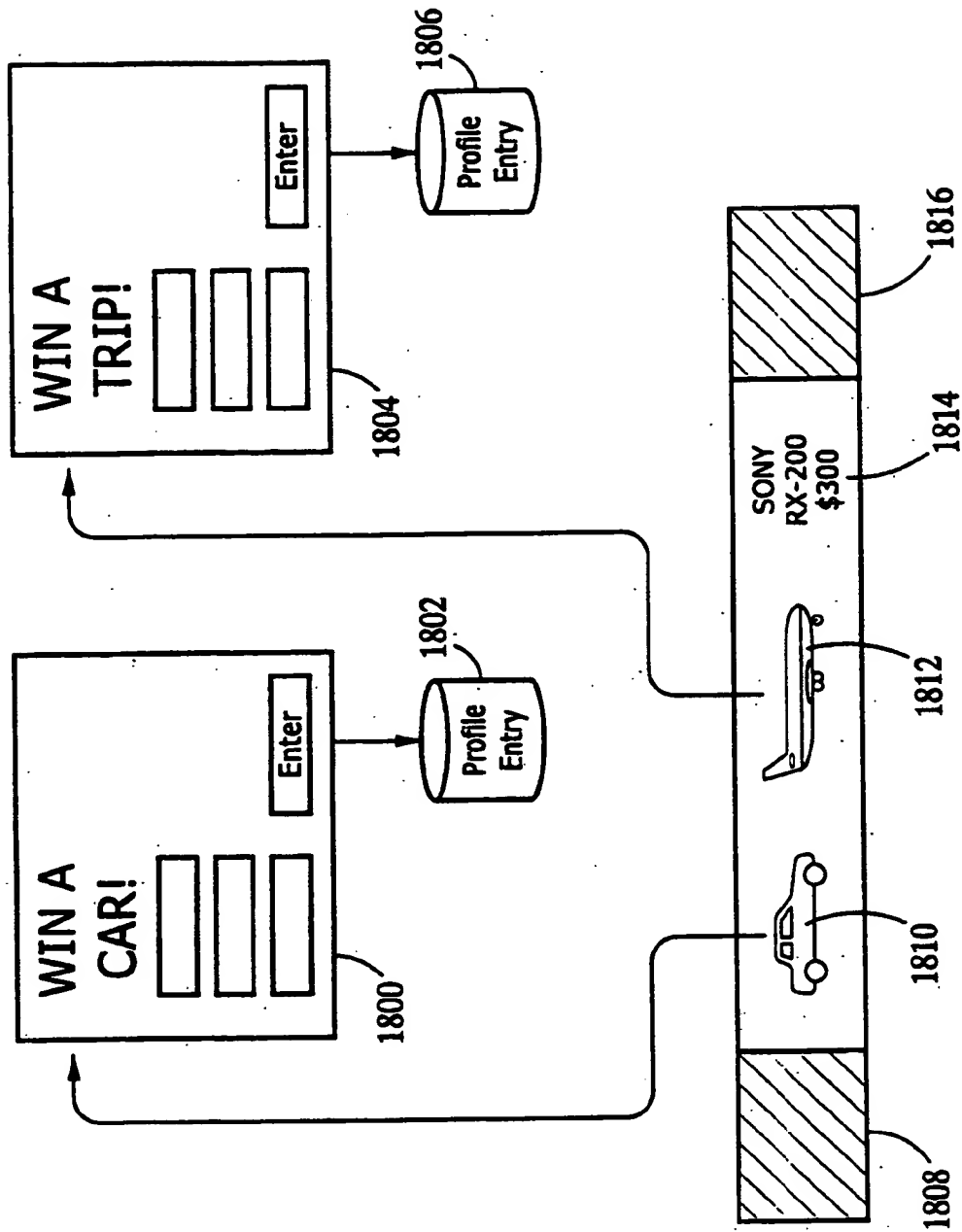


FIG. 18

